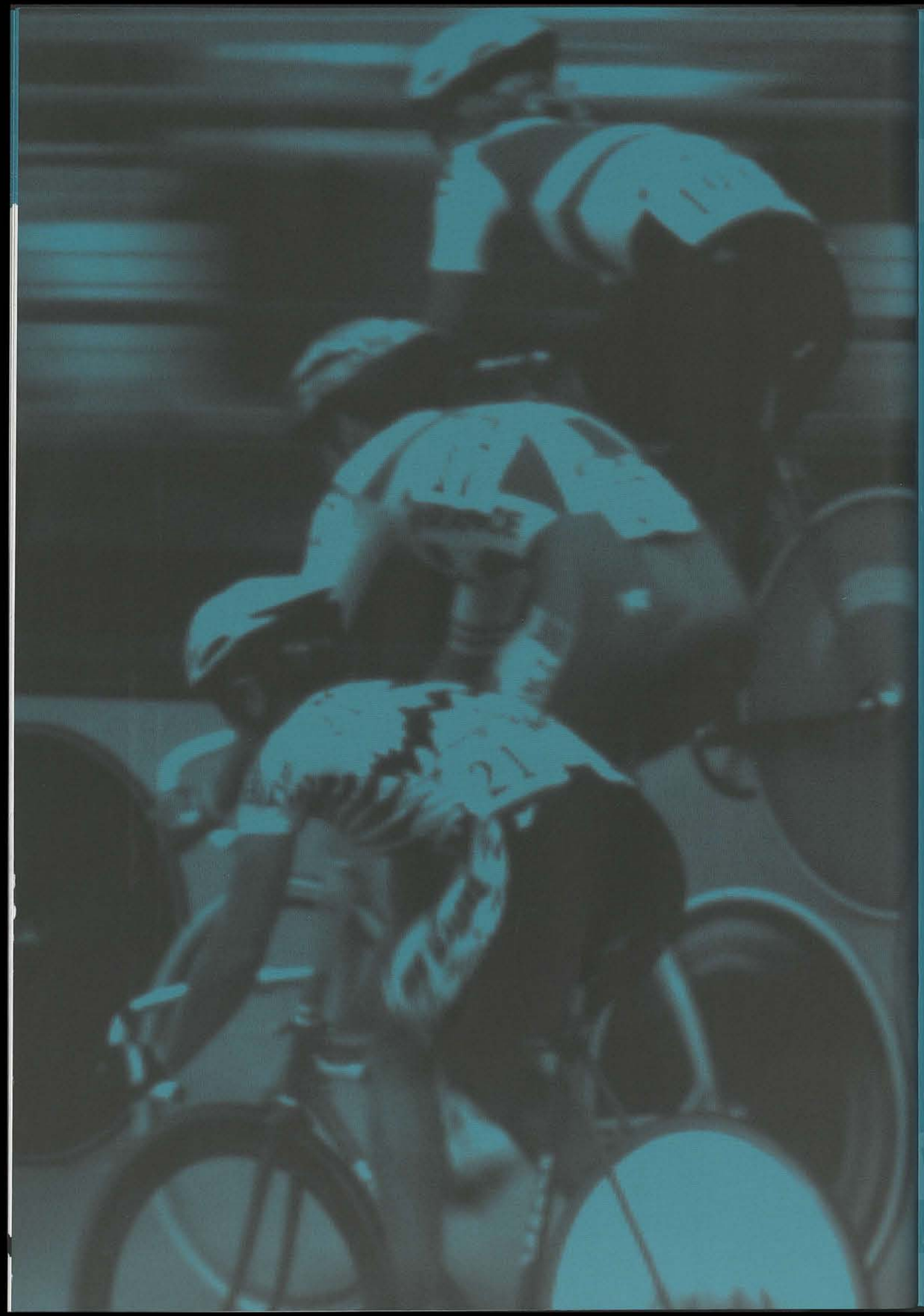
100
Atlanta 1996



CENTENNIAL OLYMPIC GAMES
TELEVISION OVERVIEW

Source : Le Centre d'Etudes Olympiques - Bibliothèque

CENTENNIAL OLYMPIC GAMES

TELEVISION OVERVIEW

Country	Broadcasters (National and Satellite)	Potential Audience (000's)	Total Coverage in 1996 (Hrs)	Global Estimated Cum. Audience in 1996	Highest Audience in 1996 (000's)	Highest Rating in 1996
AFRICA						
ALGERIA	TV ALGERIA, ART,FR2,C+	10,000	100:00	50,000,000	-	-
ANGOLA	CFI/TPA, FRENCH CH.	2,500	60:00	13,125,000	-	-
BENIN	ORTB/CFI, C +	450	65:00	1,404,000	-	-
BOTSWANA	GBC/CFI	150	60:00	787,500	-	-
BURKINA FASO	TVB/CFI, C+	600	62:00	3,330,000	-	-
BURUNDI	TNB/CFI, C+	250	60:00	1,312,500	-	-
CAMEROON	CRTV/CFI, C+	3,000	60:00	15,750,000	-	-
CAPE VERDE	TVECAV/CFI	25	60:00	131,250	-	-
CENTRAL AFRICAN REP	TVCENTR/CFI, C+	300	60:00	1,575,000	-	-
CHAD	TVCHAD/CFI	305	60:00	1,601,250	-	-
COMOROS	-	15	-	-	-	-
CONGO	RTC/CFI, C+	450	60:00	2,362,500	-	-
COTE D'IVOIRE	RTI/CFI, C+	4,500	60:00	23,625,000	-	-
DJIBOUTI	RTD/CFI, C+	175	55:00	367,500	-	-
EGYPT	ERT, C+,ART	25,000	60:00	61,250,000	-	-
EQUATORIAL GUINEA	TVEGB/CFI, C+	-	60:00	-	-	-
ERITREA	-	5	-	-	-	-
ETHIOPIA	ETV/CFI	3,250	60:00	17,062,500	-	-
GABON	RTG/CFI, C+	500	60:00	2,625,000	-	-
GAMBIA	IBS/CFI	50	60:00	262,500	-	-
GHANA	GBC/CFI	4,500	60:00	23,625,000	-	-
GUINEA	RTG/CFI, C+	325	469:00	2,340,000	-	-
GUINEA BISSAU	TVEGB/CFI, C+	100	60:00	525,000	-	-
KENYA	KTN/CFI	3,750	60:00	19,687,500	-	-
LESOTHO	LNCB/CFI	200	60:00	1,050,000	-	-
LIBERIA	-	225	-	-	-	-
LIBYA	-	2,500	-	-	-	-
MADAGASCAR	TVM/CFI	800	60:00	4,200,000	-	-
MALAWI	-	50	-	-	-	-
MALI	RTM/CFI, C+	700	60:00	3,675,000	-	-
MAURITANIA	TM/CFI, C+	900	60:00	4,725,000	-	-
MAURITIUS	MBC, RFO	1,150	208:00	4,554,000	-	-
MOROCCO	RTP, ART/FRA,C+	8,500	100:00	44,625,000	-	-
MOZAMBIQUE	TVM/CFI	275	60:00	1,443,750	-	-
NAMIBIA	NBC/CFI	475	60:00	2,493,750	-	-
NIGER	TELESAHEL/CFI, C+, RFO	300	16:00	720,000	-	-
NIGERIA	NTA, DBN, MINAJ, , C+	45,000	219:00	156,600,000	-	-
RWANDA	ORINFOR/CFI,	25	60:00	131,250	-	-
SAO TOME & PRINCIPE	TVST/CFI	25	60:00	131,250	-	-
SENEGAL	RTS/CFI, C+	425	60:00	2,231,250	-	-
SEYCHELLES	-	40	-	-	-	-
SIERRA LEONE	SLBC/CFI	200	60:00	1,050,000	-	-
SOMALIA	-	50	-	-	-	-
SOUTH AFRICA	SABC	18,945	173:45	52,864,000	1,689	23.1
SUDAN	SNTV/CFI, ART	12,500	60:00	65,625,000	-	-
SWAZILAND	BAS/CFI	15	60:00	78,750	-	-
TANZANIA	ZTV/CFI	750	60:00	3,937,500	-	-
TOGO	TVT/CFI, C+	300	60:00	1,575,000	-	-
TUNISIA	-	3,250	100:00	-	-	-
UGANDA	UTV/CFI	2,000	60:00	10,500,000	-	-
ZAIRE	OZRT/CFI, C+	8,750	60:00	-	-	-
ZAMBIA	ZNBC,TVZ/CFI, CFI	1,000	16:00	700,000	-	-
ZIMBABWE	ZTV/CFI	3,750	200:00	10,500,000	-	-
Sub Total		**173,300**	**3763:45**	**616,159,500**		
CENTRAL & SOUTH AMERICA						
ANTIGUA and BARBUDA	ABS	73	100:00	109,200	-	-
ARGENTINA	ch3&5, Telenueva, Telefe, Am2, TVE, LRI, Q108	25,078	298:00	191,592,100	634	
ARUBA	TELEARUBA	49	100:00	74,100	-	-
BAHAMAS	ZNS	156	100:00	234,000	-	-
BARBADOS	-	179	-	-	-	-
BELIZE	-	-	-	-	-	-
BERMUDA	ZFB TV 7,ZFB TV 2, Ch6	78	156:00	93,600	-	-
BOLIVIA	TSB, RED UNO, ATB	1,225	284:00	14,700,000	-	-
BRAZIL	TV GLO, TV REC, BAND,	104,693	678:20	2,383,503,000	55,491	53.0
BRITISH VIRGIN ISL.	-	8	-	-	-	-
CAYMAN ISLANDS	-	13	-	-	-	-
CHILE	TVN, CH13	11,200	48:00	10,080,000	-	-
COLOMBIA	SENAL COLUMBIA, CADENA UNO, CANAL A	21,434	116:00	34,294,400	-	-
COSTA RICA	TV CH 7&33	1,400	196:00	2,730,000	-	-
CUBA	IRCT	6,500	200:00	15,600,000	-	-
DOMINICA	-	13	-	-	-	-
DOMINICAN REP.	-	1,893	-	-	-	-
ECUADOR	EC,TA,TS,GA,TC, TELEAMAZONES	7,700	100:00	11,550,000	-	-
EL SALVADOR	ch4, CANAL CUATRO	1,754	34:00	1,893,780	-	-
GRENADA	-	78	-	-	-	-
GUATEMALA	CANALS 3&7	3,675	310:00	13,230,000	-	-

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CENTENNIAL OLYMPIC GAMES

TELEVISION OVERVIEW

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GUYANA	-	53	-	-	-	-
HAITI	-	75	-	-	-	-
HONDURAS	CT H(Ch5)	1,225	105:00	2,205,000	-	-
JAMAICA	JBC, CVM,	2,010	306:00	10,852,920	-	-
MEXICO	AZTECA	76,000	505:35	839,763,000	16,110	24.9
NETHERLANDS ANTILLES	-	91	-	-	-	-
NICARAGUA	-	805	-	-	-	-
PANAMA	-	1,365	-	-	-	-
PARAGUAY	CH 9, CH 13	1,225	48:00	980,000	-	-
PERU	CH 5,9,4	7,000	128:00	26,880,000	-	-
PUERTO RICO	ch7,ch11	2,158	175:00	7,337,200	-	-
ST CHRIST. & NEVIS	-	26	-	-	-	-
ST. LUCIA	RFO	65	-	-	-	-
ST. VINCENT & THE GRENADINES	-	47	-	-	-	-
SURINAME	HOL	151	-	-	-	-
TRINIDAD & TOBAGO	-	780	-	-	-	-
URUGUAY	CH 12,10,4,Nuevo Siglo TV, Monte TV, TCC TV	2,450	220:00	11,760,000	-	-
US VIRGIN ISL.	-	83	-	-	-	-
VENEZUELA	VENEZOLANA TV	12,950	130:00	31,080,000	-	-
Sub Total		**295,756**	**4337:55**	**3,610,542,300**		
NORTH AMERICA						
CANADA	CBC, (RDI, NewsWorld, SRC)	27,675	244:10	115,413,000	2,889	10.4
USA	NBC	249,080	169:16	2,515,149,000	67,728	27.2
Sub Total		**276,755**	**413:26**	**2,630,562,000**		
ASIA						
AFGHANISTAN	-	260	-	-	-	-
AZERBAIJAN	EURO	3,432	-	-	-	-
BAHRAIN	BRTV/CFI, ART	10	60:00	25,480	-	-
BANGLADESH	BTV	975	50:00	731,250	-	-
BHUTAN	-	-	-	-	-	-
BRUNEI	RTB	247	50:00	185,250	-	-
CAMBODIA	KTV/CFI	182	60:00	445,900	-	-
CHINA	CENTRAL TV	860,000	204:05	4,345,520,000	163,400	19.0
GEORGIA	-	2,896	-	-	-	-
HONG KONG	ATV, TVB	5,691	744:00	129,767,000	1,717	30.1
INDIA	DD	100,700	50:00	75,525,000	-	-

Country	Broadcasters (National and Satellite)	Potential Audience (000's)	Total Coverage in 1996 (Hrs)	Global Estimated Cum. Audience in 1996	Highest Audience in 1996 (000's)	Highest Rating in 1996
INDONESIA	ANTeve, TVR1, RCT1, SCTV, IVM	49,400	468:41	308,328,000	18,578	18.6
IRAN	IRIB	9,100	50:00	6,825,000	-	-
IRAQ	-	3,250	-	-	-	-
ISRAEL	IBA 1&2.EDUC/CFI, Euro,ORT.FR2	7,800	148:00	17,784,000	-	-
JAPAN	NHK, TX, CX, NTV,TBS, ANB (NHK DG), NHKSAT	123,500	332:42	1,896,340,000	53,105	43.0
JORDAN	JTRV/CFI, ART,C+	1,560	60:00	2,620,800	-	-
KAZAKSTAN	-	11,505	-	-	-	-
KOREA DPR (Nrth)	-	7,020	-	-	-	-
KOREA, REP (Sth)	KBS,MBC,SBS	23,426	884:51	901,952,000	11,330	39.1
KUWAIT	KTV2/CFI, ART	780	60:00	1,911,000	-	-
KYRGYZSTAN	-	2,374	-	-	-	-
LAOS	Malaysian + Thai TV	99	-	-	-	-
LEBANON	ART, EURO	2,860	-	-	-	-
MALAYSIA	RTM,TV3	7,904	250:00	28,454,400	-	-
MALDIVES	DIB	13	50:00	9,750	-	-
MONGOLIA	MTV/CFI	351	60:00	859,950	-	-
MYANMAR (BURMA)	-	2,600	-	-	-	-
NEPAL	NTV	1,250	50:00	937,500	-	-
OMAN	Oman TV, ART	3,900	20:00	4,680,000	-	-
PAKISTAN	PTV, PBC	10,400	50:00	7,800,000	-	-
PALESTINE	-	-	-	-	-	-
PHILIPPINES	PTV	19,828	228:23	85,262,000	2,400	16.0
QATAR	QTEL/CFI, ART	31	60:00	76,440	-	-
SAUDI ARABIA	BSKSA/CFI, ART	6,500	60:00	15,925,000	-	-
SINGAPORE	TV 12,TCS,	1,508	390:00	2,714,400	-	-
SRI LANKA	MTV, ITN, SLRC	3,525	05:00	4,512,000	-	-
SYRIA	ORTAS/CFI, ART	2,106	60:00	5,159,700	-	-
TAIWAN	TVS	18,200	100:00	27,300,000	-	-
TAJIKISTAN	TADJIK TV	-	80:00	-	-	-
THAILAND	CH 7,3,5,9,11	30,976	227:00	92,929,200	-	-
TURKMENISTAN	-	2,374	-	-	-	-
UNITED ARAB EMIRATES	ABUD/CFI, ART	650	60:00	1,592,500	-	-
UZBEKISTAN	-	9,370	-	-	-	-
VIETNAM	VTV/CFI, HANOI/CFI	13,000	60:00	31,850,000	-	-
YEMEN	YTV/CFI, ART	520	60:00	1,274,000	-	-
Sub Total		**1,352,074**	**4992:42**	**7,999,297,520**		

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CENTENNIAL OLYMPIC GAMES

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EUROPE						
ALBANIA	TVSH/CFI	1,040	60:00	2,548,000	-	-
ANDORRA	EURO	31	-	-	-	-
ARMENIA	TVARM/CFI	1,976	60:00	4,841,200	-	-
AUSTRIA	ORF1&2, EURO,3SAT,	6,633	244:38	21,228,000	677	10.4
BELARUS	EURO	8,172	-	-	-	-
BELGIUM	RTBF1, TELE21, BRTN2, EURO	9,205	597:40	25,237,000	546	10.3
BOSNIA - HERZEGOVINA	-	3,224	-	-	-	-
BULGARIA	BNTV , EURO	5,200	167:00	55,762,000		45.4
CROATIA	CTV, EURO	3,110	150:00	21,767,200	-	-
CYPRUS	CyBC, Ant, Logos, Sigma, EURO	608	420:00	2,263,248	-	-
CZECH REPUBLIC	CT1&2, EURO	9,628	216:00	63,928,592	-	-
DENMARK	DRTV, TV2, EURO	6,500	384:00	8,450,000	1,759	-
ESTONIA	ETV, EURO	1,334	275:00	10,203,570	-	-
FINLAND	MTV3, EURO	4,435	213:30	48,250,000	990	22.5
FRANCE	TF1,FRANCE TV, (C +), EURO	51,600	373:00	314,749,000	6,805	13.2
GERMANY	ARD,ZDF, 3SAT, 1+, EURO	71,034	520:46	298,376,000	6,968	9.8
GREECE	ERT, EURO	5,800	160:51	14,610,000	698	12.0
HUNGARY	MTV1&2, EURO	9,568	152:54	100,392,000	4,009	41.8
ICELAND	EURO	203	79:00	365,040	-	-
IRELAND	RTE, EURO	2,564	267:00	19,227,000	968	-
ITALY	RAI 1,2,3, EURO	55,400	282:00	264,321,000	5,263	9.5
LATVIA	LTV 1 and 2, EURO, DUNA	1,950	170:00	21,060,000	-	-
LIECHTENSTEIN	EURO	23	-	-	-	-
LITHUANIA	Lithuanian TV, EURO	3,793	165:00	87,399,936	-	-
LUXEMBOURG	CLT, EURO	372	08.00	594,880	-	-
MACEDONIA FYR of	-	1,014	-	-	-	-
MALTA	EURO	346	-	-	-	-
MOLDOVA	TVM/CFI, EURO	3,120	60:00	7,644,000	-	-
MONACO	EURO	52	-	-	-	-
NETHERLANDS	NOS, EURO	14,100	226:48	95,801,000	2,214	15.7
NORWAY	NRK, TVN, EURO	3,661	337:00	45,661,000	1,110	30.0
POLAND	TVP 1&2, EURO	32,000	248:24	414,700,000	7,800	24.0
PORTUGAL	RTP 1 and 2, EURO	8,320	221:00	33,280,000	1,722	19.2
ROMANIA	TVR, EURO	20,800	150:00	145,600,000	-	-
RUSSIA	ORT, RTR, EURO	150,170	196:01	825,304,000	28,388	18.9
SAN MARINO	EURO	18	-		-	-
SLOVAKIA	SLOVAK TV, EURO	4,880	150:00	34,160,000	-	-
SLOVENIA	SLOVEN TV, EURO	1,386	208:00	11,640,720	-	-
SPAIN	TVE , (C+, TELEDEP, SPORTMANIA), EURO	37,962	416:00	162,508,000	2,863	7.5
SWEDEN	SVT1&2, TV4, EURO,	8,400	228:33	54,700,000	984	26.1
SWITZERLAND	SWISS4, SRG, EURO,	7,251	900:00	29,150,628	-	-
TURKEY	TRT, EURO	39,000	76:00	78,000,000	-	-
UKRAINE	UT1&2, EURO	39,861	200:00	267,863,232	-	-
UNITED KINGDOM	BBC 1, BBC 2, EURO	54,786	297:00	326,710,000	7,678	14.5
VATICAN CITY	EURO,	1	-		-	-
YUGOSLAVIA	EURO	7,462	-	-	-	-
Sub Total		**697,992**	**8881:05**	**3,918,296,246**		
OCEANIA						
AMERICAN SAMOA		21	-	-	-	-
AUSTRALIA	CH7	12,000	308:11	184,627,000	4,800	40.0
COOK ISLANDS	RFO	10	-	-	-	-
FIJI	FijiTV (With TVNZ)	1,248	35:00	5,803,200	-	-
GUAM	-	16	-	-	-	-
KIRIBATI	-		-	-	-	-
MARSHALL ISLAND	-	3	-	-	-	-
MICRONESIA, FED STATES.	-	18	-	-	-	-
NAURU	TVNZ	1	-	-	-	-
NEW ZEALAND	TVNZ	3,128	240:00	26,629,000	682	22.0
PALAU	ICTV	13	100:00	62,400	-	-
PAPUA NEW GUINEA	-	26	-	-	-	-
SOLOMON ISLANDS	-	250	-	-	-	-
TONGA	-	1	-	-	-	-
TUVALU	-	1	-	-	-	-
VANUATU	TVV/CFI, RFO	1	60:00	2,450	-	-
WESTERN SAMOA	-	21	-	-	-	-
Sub Total		**16,757**	**743:11**	**217,124,050**		
Dependencies, Territories						
Dep', Terr' & Poss' (Australia)	-	-	-	-	-	-
Dep', Terr' & Poss' (Denmark)	EURO	81	-	-	-	-
Dep', Terr' & Poss' (France)	RFO	1,209	-	-	-	-
Dep', Terr' & Poss' (Netherlands)	-	-	-	-		

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Dep', Terr' & Poss' (New Zealand)	-	8	-	-	-	-
Dep', Terr' & Poss' (Norway)	-	-	-	-	-	-
Dep', Terr' & Poss' (Portugal)	-	390	-	-	-	-
Dep', Terr' & Poss' (Spain)	-	-	-	-	-	-
Dep', Terr' & Poss' (UK)	-	31	-	-	-	-
Dep', Terr' & Poss' (USA)	-	-	-	-	-	-
Sub Total		**1,718**				
SATELLITE						
ART	-	2,000	375:00	*1,000,000*	-	-
C+ANTILLES	-	78	350:00	*37,440*	-	-
C+EUROPE	-	14,300	350:00	*6,864,000*	-	-
C+HORIZONS	-	291	350:00	*139,776*	-	-
CIS (RTO)	-	100,000	85:00	*500,000,000*	-	-
EUROSPORT	-	155,329	399:47	63,879,000	1,250	0.8
FR2	-	-	-	-	-	-
OTHERS	-	-	-	-	-	-
RFO	-	1,570	150:00	*5,025,280*	-	-
Sub Total		**273,569**	**2059:47**	**576,945,496**		
TOTAL		**3,087,922**	**25191:51**	**19,568,927,112**		

Please note the following:
The figures in Italics were estimated.
The total coverage and audience figures per Country relate to national broadcasters only. The satellite figures are listed in the final section.
Those countries without a specified Olympic broadcaster were able to receive coverage from neighbouring broadcasters due to a "spill over" effect.
Those stations listed in brackets have not been included in the totals due to either a low penetration and/or the unavailablility of audience data.

Source: SMS

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The IOC commissioned Sports Marketing Surveys, Brussels, to monitor the 1996 Centennial Olympic Games television coverage worldwide. This report contains the data collected from this study, as well as syndicated Nielsen Television Index studies, SRi (Sponsorship Research International, London) data, analysis from individual broadcast companies, and data analysis by Media Communications, a subsidiary of Grey Advertising. This is the third such report produced by the IOC: 1992 Albertville and Barcelona Olympic Games Broadcast Report, 1994 Lillehammer Olympic Winter Games Broadcast Report, and this 1996 Centennial Olympic Games Broadcast Report.

The information contained in this report has been collected from a variety of sources. Methodology used in collecting TV data varies from study to study and country to country. Although the utmost care has been taken to ensure the accuracy of the data and comparisons have been presented in a balanced manner, the accuracy of the data cannot be guaranteed. Any use of or reliance upon the information contained in this report is at the risk of the person(s) using or relying on such information.

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